

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Applicants: **Paul BUCHHEIT, et. al.**

Serial No.: **10/814,104**

Confirmation No.: **5182**

Filing Date: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

Examiner: **Daniel Lastra**

Group Art Unit: **3688**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference AU is a Rejection Decision from the Chinese Patent Office in counterpart Chinese Patent Application No. 200580016593.X. A copy of that Rejection Decision, as well as a translation thereof, is provided. Note that U.S. Patent Application Publication No. 2003/0115272 cited in reference AU is already of record as reference AA.

The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.


Since this Information Disclosure Statement ("IDS") is being filed before receipt (and assumed mailing) of a first Office Action after the filing of a Request for Continued Examination ("RCE"), it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no fee is due.** If, however, an Office Action on the merits has been mailed after the filing of the RCE and before the filing date of this Information Disclosure Statement, then this IDS should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

December 1, 2010



John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724